

FOR THE FIRST 6 MONTHS OF 1913

The Daily Issues of

The Washington Times

SHOWED AN

Advertising GAIN of 95,674 Lines

Over the Corresponding 6 Months of 1912

For the First 6 Months of 1913

The Daily Issues of

Our Evening Competitor

SHOWED AN

Advertising LOSS of 74,576 Lines

Over the Corresponding 6 Months of 1912

For the Month of July, 1913

The Daily Issues of

The Washington Times

SHOWED AN

Advertising GAIN of 3,359 Lines

Over the Corresponding Month of 1912

THE month of July, just passed, shows the smallest advertising gain for the seven months of 1913 that have come and gone, due to the fact that July and August are the two lightest advertising months of the year, and the further fact that The Washington TIMES does NOT arrange its advertising contracts on a basis that compels the use of larger space than desired, irrespective of existing conditions, but permits the advertiser to be the captain of his own advertising destiny at all times.

E. C. ROGERS,

Manager of Advertising.